

I am writing to support a stay of the FCC rule regarding written permission for fax advertisements. The existing 'established business relationship' standard that has been in place for many years has become an established business practice. Implementation of the proposed rule by August 25, 2003, poses an unreasonable burden on our enterprise and millions of others that are already struggling to bring about an economic recovery that will create jobs.

The stay will provide an opportunity for the Commission to harmonize the fax permission standard with its telemarketing counterpart in two respects: (1) the opt-out standard upon which the success of the "do not call list" is grounded, and (2) an exemption for business-to-business communications.

Such harmonization will enable the Commission to fulfill its consumer protection mandate without stifling commercial communications that benefit those selfsame consumers by stimulating economic activity that creates jobs.